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NORMANDIE
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U. S. Department of Agriculture

S. YOHE VEILE

EASTON, PA.

R. D. 2

—the ultimate in

Dahlias

GENERAL INFORMATION

GUARANTEE—I guarantee every root and plant sent out by me to be true to name, and in a healthy condition when received, after which responsibility ceases, as we have no control over growing conditions.

SHIPPING—Orders are shipped as soon after April 1st as convenient unless otherwise notified. Green plants will be shipped on or around the 20th of May. All wholesale orders shipped at the buyers expense.

TERMS—Remittance with order on or before shipment.

Address all Communications to

S. YOHE VEILE

R. F. D. 2

EASTON, PA.

Mid-West Representative

The MODERN DAHLIA GARDENS

Box 1659 MILWAUKEE, WIS.

Write for their Catalog

NEW INTRODUCTIONS for 1936

AUDREY AMES—(Ames-Veile) Formal Decorative. A magnificent flower in an entirely new color in dahlias: ashes of roses. The flower is very large and a perfect formal in type. The many blooms are held erect on splendid stems. The foliage is thick and leathery. The bush growth is about $4\frac{1}{2}$ to 5 feet. An introduction that certainly merits the word "striking". Seedling of Mr. A. A. Ames of Yakima, Washington.

Root—\$10.00

Plant—\$5.00

JOHANNA WEITHAUER—(Herman-Modern Dahlia Gardens) Informal decorative. A spectacular yellow dahlia of very large size with enough twist to the petals to classify it as artistic. Fine stems and very good growth make this one of the year's best dahlias and should not be overlooked.

Root—\$10.00

Plant—\$5.00

MAJOR BOWES—(Dedrich-Veile) Informal Decorative. You've heard him on the radio, now hear about his name-sake. A huge geranium red that shades to carmine red at the edge of the petals, giving the effect of an inward glow to the flower. The massive flowers are held erect on fine stems on bushes of marvelous growth. The bush grows 6 feet in height and the foliage is excellent. This dahlia was a sensation at the New York Show. On Mr. Derrill W. Hart's Honor Roll and chosen on Mr. Roberts Central States list of the best new dahlias. Watch for this one on the exhibition tables next fall.

Root—\$10.00

Plant—\$5.00

MISS WEST VIRGINIA—(Crooks-Veile) Incurved Cactus. It is with the greatest pleasure that I recommend this dahlia to you as the most beautiful flower I have ever grown. You all know that most cactus dahlias are quite hard to raise and usually have bad foliage. I have never seen such growth and foliage on a cactus dahlia as on Miss West Virginia. Add to this the beautiful clear mauve color of the flower and you have a dahlia that beggars description. On Mr. Derrill W. Hart's Honor Roll. Winner of seedling class at Camden, N. J. Show.

Roots (only a few left)—\$10.00

Plant—\$5.00

NORMANDIE—(Veile) Informal Decorative. Named in honor and by special permission of The French Line, of the new liner "Normandie". The name is very appropriate inasmuch as this is one of the biggest dahlias "afloat". The size of the flower pictured on the cover was $14\frac{3}{4}$ inches. The color is bright mallow pink shading to silvery pink. It is a splendid grower with very beautiful foliage that resembles lace. It holds its size throughout the season. I only wish that you could have seen "Normandie" in bloom at Mr. Ed. O'Keefe's famous dahlia garden at Cold Spring, N. Y. He, by the way, is a genius. I have never seen such blooms and such growth in anyones garden. It would be well worth your while to visit his place and see and meet who I would call the greatest amateur dahlia grower in America. Normandie is on Mr. Hart's Honor Roll, and also Mr. Eldredges' Mid-west Honor Roll.

Roots (very limited)—\$10.00

Plant—\$5.00

RHUMBA—(Veile) Formal Decorative. A glowing orange dahlia that is greatly needed both as a type and as a color. It is perfect as to type, the petals folding back to the stem. It is a profuse bloomer, on very tall bushes with excellent stems. A vase of this under artificial light cannot be equalled in beauty. Winner as the best seedling in very hot competition at the Beacon, N. Y. Show.

Root—\$7.50

Plant—\$3.75

GENERAL LIST OF VARIETIES

ANNA BENEDICT—(Benedict-Dahliadel) I. D. A large dark red with splendid growth and blooming qualities.

Plants only—\$2.50

ADIRONDACK SUNSET—(Cackener-Parkway) I. D. A very beautiful combination of red and yellow. Very large flowers borne in profusion on fine stems. A very striking variety.

Plants only—\$2.50

AMELIA EARHART—(Cordes-Eastman) S. C. Still one of the leading exhibition dahlias. Huge size and beautiful color: apricot buff with primrose at the base of the petals. I have excellent stock of this variety.

Root—\$2.50

Plant—\$1.25

AMERICA'S SWEETHEART—(Salem Dahlia Farms) I. D. Clear yellow and what a flower. Together with Lord of Autumn they are practically unbeatable in the show room. The flower is more artistic than Lord of Autumn, each petal being cleft at the end. It is an enormous flower and well worth growing.

Root—\$10.00

Plant—\$5.00

CALIFORNIA IDOL—(Ballay-Success) I. D. Lighter in color than America's Sweetheart, but a monster in size. It has splendid growing habits and in my opinion it is one of the best of Mr. Ballay's introductions. A fine exhibition variety.

Plants only—\$5.00

CORALLINA—S. C. A light coral shade and very distinctive. Large size to the flowers, and good stems and growth. One of the best foreign varieties.

Plants only—\$1.75

COLONIAL DAME—(Veile) S. C. Clear lavender. It is the truest and best lavender dahlia to date. A sensation at New York three years ago.

Root—\$2.00

Plant—\$1.00

CORNELIA BRYCE PINCHOT—(Veile) I. D. A magnificent creation of a rich burgundy wine shade. It is possible to grow it larger than any other dahlia and it is remarkable for the fact that it consistently produces enormous blooms. The petals have a waive to them that greatly enhances the beauty of the flower. It is a very fine producer of roots, hence the price. On Mr Hart's Honor Roll last year. It was a winner in many shows for the largest dahlia. Don't pass this one by.

Root—\$5.00

Plant—\$2.50

DIXIE RAVENSCROFT—(Seal) I. D. A gorgeous blending of red and yellow. A very prolific variety, and very showy in the garden.

Root—\$2.00

Plant—\$1.00

ELEANOR ROOSEVELT—(Veile) F. D. A magnificent white that is without an equal. This past season it came into its own and was shown in many shows. Mr. Ed. O'Keefe won for the best bloom in the class at the New York Show that was erroneously reported as being Andrea Ericson in the A. D. S. Bulletin. I have a very good stock of this variety.

Root—\$5.00

Plant—\$2.50

ENTRUP'S SULTAN—(Entrup) I. D. A beautiful rose red of very large size. The color is very impressive. This was one of the best foreign dahlias that I grew last year.

Plants only—\$1.25



MAJOR BOWES

EVA HUNT—(Hunt) I. D. This dahlia was overlooked last season, when it was introduced, but to my mind it is one of the best white dahlias to date. The flowers are not immense but it can easily be grown to exhibition size. It is a waxy white and I have never seen such substance to the petals of a white dahlia. The form is very pretty and it has fine foliage and growth. On the Honor Roll.

Root—\$2.50

Plant—\$1.25

FOREST FIRE—(Dahliadel) I. D. Well named. A blend of orange, red and yellow. Fine growth, but somewhat of a crotchy bloomer.

Root—\$5.00

Plant—\$2.50

FANNIE SANDT—(Veile) S. C. Intense tyrian rose of immense size. I have better stock of this dahlia than ever before. A beautiful flower.

Plants only—\$1.00

GOLDEN STANDARD—(Downs) I. C. Golden tan, brushed with tints of bronze and apricot. This dahlia is here to stay. It is very easy to grow and a bouquet of this and Miss West Virginia makes a bouquet that no judge could pass by.

Root—\$5.00

Plant—\$2.50

GRANDEE—(Ballay-Success) I. D. A huge but somewhat flat flower of a blending of Autumn shades. It can be grown to an unbelievable size.

Plants only—\$1.50

H. R. S.—(Seal) I. D. Immense golden yellow. Fine stem and growth.

Root—\$3.50

Plant—\$1.75

HUNT'S VELVET WONDER—(Hunt) I. D. A gigantic royal purple dahlia, and easily one of the leading prize winners of the year. Fine, rigid stems, but inclined to be the least bit crotch. Prolific bloomer.

Root—\$7.50

Plant—\$3.75

JEROME KERN—(Veile) I. D. The most beautiful dahlia ever produced. Shrimp pink with gold shades. The flower is not immense but it is so artistic in formation that there has been no dahlia like it since its' introduction five years ago. It is winning prizes all over the country and in Europe.

Root—\$2.50

Plant—\$1.25

JERSEY'S MAJESTIC—(Waite) I. D. One of the largest of all dahlias. A blend of salmon, old gold, and rose, with magnificent dark foliage. A grand exhibition variety.

Root—\$2.00

Plant—\$1.00

JUDGE SAMUEL SEABURY—(Etherington) I. D. Immense, bold flowers of pink and cream. This was the best of last year's introductions in my gardens. It has size, splendid dark green foliage, and good stem. I cannot recommend this dahlia too highly.

Root—\$7.50

Plant—\$3.75

JUMBO SATAN—(Almy) S. C. A new one from the originator of Lord of Autumn. Mr. Almy describes Jumbo Satan as the most spectacular dahlia ever grown. Bushes 8 feet high and 6 feet around. The color is red with petaloids of gold. The flowers are immense.

Plants only—\$7.50

KAY FRANCIS—(Eastman-Cordes) S. C. Clear yellow without any shadings. Medium size to the flowers, but a very profuse bloomer.

Roots—\$5.00

Plant—\$2.50

LOUISE BATES—(Cordes-Eastman) S. C. Immense mallow pink. A loose petalled formation. Fine growth and stem.

Plants only—\$2.50

LORD OF AUTUMN—(Almy) I. D. Unquestionably one of the greatest dahlias of all time. For exhibition it is unrivalled. Gigantic, deep, golden yellow blooms on cane-like stems. It is a certain prize winner in any show. I have excellent stock of this variety.

Root—\$5.00

Plant—\$2.50

MAN O' WAR—(Boone-Ruschmohr) I. D. Carmine shading to ox-blood red. Fine grower, with excellent stems and foliage. A very satisfactory dahlia in all respects.

Root—\$5.00

Plant—\$2.50

MILTON J. CROSS—(Johnson) I. D. I first saw this spectacular dahlia at Norristown, Pa., at the Pennsylvania Horticultural Societies Show. I told Mr. Johnson that if he brought it to New York, it could not be beaten. The fact that it won at New York in a very stiff class, verifies this prediction. It is a very large flower of beautiful coloring, apricot with a bright golden face. Fine stems and foliage. In every show in which it was entered it was undefeated. Hail, the new champion.

Plants only—\$7.50

MRS. GEO. LeBOUTELLIER—(Smith-Ruschmohr) I. D. Rich, velvety carmine red. An early bloomer and every bloom naturally big. It has about the finest plant growth I have ever seen in a dahlia. It is a good root maker and seed producer.

Plants only—\$2.50

MURPHY'S MASTERPIECE—(Success) I. D. Immense dark red that is one of the outstanding exhibition varieties. Fine stem and foliage. Too well known as an exhibition variety to need further description.

Root—\$2.50

Plant—\$1.25

OAKLEIGH MONARCH—(Hook) I. D. Very large bright cerise red with excellent dark, insect resisting foliage. One of the leading new varieties of the year. On the Honor Roll, and a certificate of merit at East Lansing Trial Gardens.

Plants only—\$5.00

PRIDE OF AMERICA—(American) S. C. Primrose yellow tinted pink on the reverse of the petals. A very large dahlia both in depth and diameter. I first saw this at Camden, N. J. Show and it nearly beat Milton J. Cross in the seedling class.

Plants only—\$7.50

PRIDE OF AUSTINBURG—(Strasen) I. D. Bright pink suffused with light yellow. The center of the flower and the reverse of the petals are a rich rose. Very large blooms. The plant is a vigorous variety, and very prolific. Winner of many prizes, and two certificates at the Trial Gardens. It scored the highest number of points at Storrs.

Plants only—\$5.00

ROYAL PURCHASE—(Salem Dahlia Farms) S. C. An immense bloom in a deep straw yellow with outer petals suffused with pink; petals twist and turn, giving the bloom a shaggy appearance; bloom grows high out of a clean growing bush on long straight stems. An Honor Roll variety.

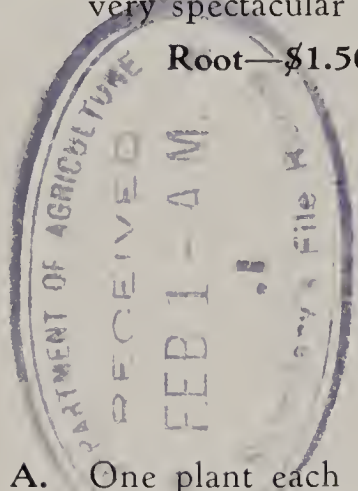
Plants only—\$7.50

SULTAN OF HILLCREST—(Scott) F. D. A giant flower of clear gold flushed with bronze and tints of brownish red. A grand exhibition variety.

Plants only—\$2.50

SATAN—(Ballay-Success) S. C. Red with tiny gold tips to each petal. A very spectacular variety and a leading exhibition type.

Root—\$1.50



COLLECTIONS

(All collections are net)

- A. One plant each of Amelia Earhart, Jersey's Majestic, Golden Standard, and Lord of Autumn for **\$5.00**. Value \$8.00.
 - B. One plant each of Cornelia Bryce Pinchot, Eleanor Roosevelt, Jerome Kern, and H. R. S. for **\$5.00**. Value \$8.00.
 - C. One plant each of Golden Standard, Hunt's Velvet Wonder, Cornelia Bryce Pinchot, and Mrs. Geo. LeBoutellier for **\$7.50**. Value \$11.25.
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I have been asked repeatedly what, in my opinion are the best exhibition type dahlias. With the risk of being the target for numerous criticisms, I forthwith present my list (with misgivings): Jane Cowl, Lord of Autumn, Amelia Earhart, California Idol, Eleanor Roosevelt, Golden Standard, Hunt's Velvet Wonder, Milton J. Cross, Kathleen Norris, Major Bowes, Pride of America, and America's Sweetheart.